

Message Text

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TAGS: BEXP SP

SUBJ: FY 76 COUNTRY COMMERCIAL PROGRAM - FIRST QUARTER

--- REVIEW

REF: MADRID 7570 AND STATE 280182

WCAG DISCUSSION, IN NOVEMBER, CENTERED ON RESULTS OF POST'S FIRST QUARTERLY REPORT OF FY 76 CCP. WCAG FINDINGS WERE THAT POST APPEARS TO BE OFF TO AN EXCELLENT START; 150,000 DOLLARS ORDER CABLED FROM CATALOG EXHIBITION ON POLLUTION CONTROL EQUIPMENT IS MERELY A CASE IN POINT.

FY 76 CAMPAIGNS APPEAR TO HAVE BEEN PROPERLY CONCEIVED FROM A MARKETING STANDPOINT AND POST APPEARS TO HAVE RESOURCES TO CARRY OUT EACH ONE TO A SUCCESSFUL CONCLUSION.

ONE OBJECTIVE OF THE FY 76 CCP IS TO CONSISTENTLY PRO-
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VIDE OPPORTUNITIES FOR OUR COMMERCIAL OFFICERS IN SPAIN

TO GENERATE VITAL TRADE LEADS AND RELATED MARKETING INFORMATION FOR USE BY U.S. PRIVATE SECTOR AND USDOC. WCAG PLEASED TO SEE THIS OBJECTIVE IS BEING ADHERED TO AND HEARTILY CONCURS IN THE GENERAL APPROACH REFLECTED IN POST'S INITIAL PLANT VISIT REPORTS. WCAG URGES POST TO SEEK OUT ALL U.S. FIRMS INVESTMENT INFORMATION POSSIBLE WHERE THESE REPORTS ARE CONCERNED, ESPECIALLY SHORT TERM PLANS FOR SAME (I.E. DURING CY 76).

USDOC HAS BEEN IN CONTACT WITH U.S. COMPUTER INDUSTRY IN AN EFFORT TO UPGRADE THE TYPE OF "NEW PRODUCT" INFORMATION REQUIRED UNDER CAMPAIGN 1.4; WE AGREE WITH POST THAT THIS INFORMATION MUST BE FORTHCOMING IN ORDER TO INTEREST LOCAL TARGET GROUPS.

POST SHOULD NOTE THE FOLLOWING CAMPAIGN ADDITIONS, INVOLVING FY 76 PROMOTIONS: CAMPAIGN 1.8 WILL HAVE A TECHNICAL SALES SEMINAR (TSS) IN MAY 1976, RATHER THAN A TRADE MISSION; CAMPAIGN 1.7 WILL RECEIVE A COMPARABLE EVENT (TSS) ON ENERGY SYSTEMS IN LATE SEPTEMBER 1976; AND CAMPAIGN 1.6 WILL, IN ALL LIKELIHOOD, INCLUDE A SEPTEMBER 1976 CONSUMER GOODS (ISP) PROMOTION; APPROVAL FOR SEARS DE ESPANA LETTER OF INTENT IS EXPECTED TO BE GIVEN WITHIN NEXT FORTNIGHT.

FUTURE WCAG DISCUSSION WILL INCLUDE REVIEW OF INSPECTOR'S REPORT FOR SPAIN AND AGENCIES' RESPONSE TO IT. KISSINGER

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